

#### ABSTRACT OF THE DISCLOSURE

An OSD image memory stores the OSD image of the reference color attribute. A color setting portion stores change set data for the brightness, transparency and saturation of the OSD image set by the user. An STB changes the color of the OSD image stored in the OSD image memory, based on the change set data for the brightness, transparency and saturation of the OSD image stored in the color setting portion, produces a composite video with the OSD image of changed color superposed on the video of a program, and outputs it from an output portion. Accordingly, the user can change the brightness, transparency and saturation of the OSD image according to one's preference.